

## **ABSTRACT**

In an implementation of control-based content pricing, a content server distributes media content to a client device in response to a request from the client device to receive the media content. A valuation application allocates a cost to the client device when the media content is distributed to the client device. The content server receives a view control input from the client device that indicates how the media content is to be rendered and the valuation application adjusts the cost according to the view control input and how the media content is to be rendered.